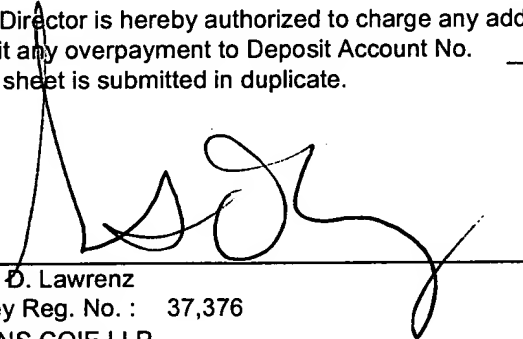




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TRANSMITTAL OF APPEAL BRIEF			Docket No. 291508005US1
In re Application of: Beck et al.			
Application No. 09/721,441-Conf. #2327	Filing Date November 22, 2000	Examiner J. D. Carlson	Group Art Unit 3622
Invention: DYNAMICALLY TARGETING ONLINE ADVERTISING MESSAGES TO USERS			
<p style="text-align: center;"><u>TO THE COMMISSIONER OF PATENTS:</u></p> <p>Transmitted herewith is the Appeal Brief in this application, with respect to the Notice of Appeal filed: <u>January 24, 2005</u>.</p> <p>The fee for filing this Appeal Brief is <u>\$ 500.00</u>.</p> <p><input checked="" type="checkbox"/> Large Entity <input type="checkbox"/> Small Entity</p> <p><input checked="" type="checkbox"/> A petition for extension of time is also enclosed.</p> <p>The fee for the extension of time is <u>\$ 450.00</u>.</p> <p><input checked="" type="checkbox"/> A check in the amount of <u>\$ 950.00</u> is enclosed.</p> <p><input type="checkbox"/> Charge the amount of the fee to Deposit Account No. _____ This sheet is submitted in duplicate.</p> <p><input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.</p> <p><input checked="" type="checkbox"/> The Director is hereby authorized to charge any additional fees that may be required or credit any overpayment to Deposit Account No. <u>50-0665</u>. This sheet is submitted in duplicate.</p> <div style="display: flex; justify-content: space-between; align-items: flex-end;"><div style="width: 60%;"> _____ Steven D. Lawrenz Attorney Reg. No. : 37,376 PERKINS COIE LLP P.O. Box 1247 Seattle, Washington 98111-1247 (206) 359-8000</div><div style="width: 35%; text-align: right;"><p>Dated: <u>May 24, 2005</u></p><hr/></div></div>			
<p>I hereby certify that this correspondence is being deposited with the U.S. Postal Service as Express Mail, Airbill No. EV551885843 US, in an envelope addressed to: MS Appeal Brief - Patents, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below.</p> <p>Dated: <u>May 24, 2005</u> Signature: <u>Stephen P. Whelan</u> (Stephen P. Whelan)</p>			